

Remarks

After the foregoing amendment, claims 40 – 48 are pending, with claim 40 being the independent claim. Claims 1 – 39 have been cancelled without prejudice. Applicant respectfully requests entry of the amendment and reconsideration of the pending claims in view of the above amendment and the following remarks.

35 U.S.C. §102

Applicant thanks the Examiner for the courteous interview extended to Applicant's attorney on June 20, 2006. During the interview it was agreed that US Patent Publication 20020147805 ("Leshem") did not teach the invention as set forth in claim 40 and it was also understood that the Examiner would likely conduct a supplemental search upon review of this reply.

With respect to Leshem and as discussed during the interview, this reference describes a technique for analyzing user browsing behavior data that is collected by a conventional web server. In contrast, the claimed invention is directed toward a novel browser oriented technique for collecting the user browser behavior. Accordingly, Leshem is really complementary to the claimed invention in the sense that the analysis system described by Leshem could be used with the user browsing behavior data collected by a system that implements the claimed invention. This is because Leshem operates after the fact of the capturing of link tracking information while the claimed invention is directed toward the actual capturing of link tracking information.

With respect to the conventional server access logs described by Leshem, these do not teach the claimed invention because they are wholly constrained to web server side operations and do not operate on the browser side as in the claimed invention. Importantly, if the web server happened to be taken down for maintenance, for example, a user's click on a link would not be captured in the conventional web server log. In contrast, such a click would be captured by the present invention.

Applicant asserts that the claimed invention in pending claim 40 is presently in condition for allowance and that Leshem and the other references of record do not teach or suggest the claimed invention. Applicant respectfully requests a notice of allowance of claim 40 and its respective dependent claims that further refine the invention set forth in independent claim 40.

Conclusion

If the Examiner has any questions or comments regarding the above Amendments and Remarks, or if a discussion would be beneficial to advance prosecution after the supplemental search is performed, the Examiner is urged to contact the undersigned at the number listed below.

Respectfully submitted,
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